MULTIMEDIA UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

# FINAL EXAMINATION

**TRIMESTER 1, 2018/2019**

## BIN2024 – INNOVATION MANAGEMENT

( All sections / Groups )

26 OCTOBER 2018
9.00 AM – 11.00 AM
( 2 Hours )

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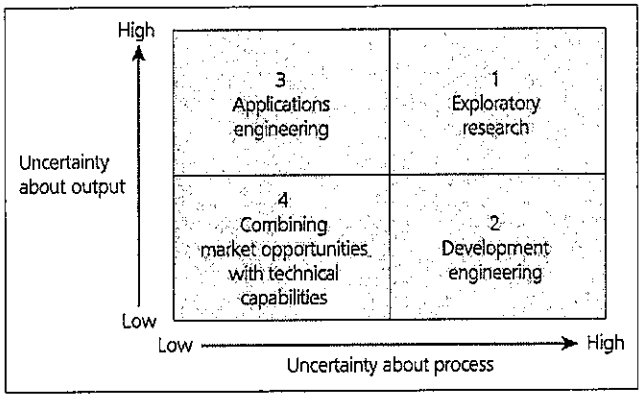
**INSTRUCTIONS TO STUDENTS**

1. This Question paper consists of **THREE (3)** pages with **FOUR (4)** Questions only.
2. Answer **ALL** Questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write your answers in the Answer Booklet provided.

## QUESTION 1

(a) The Pearson uncertainty matrix is used by managers in dealing with different levels of uncertainty in process of innovation (see figure below). Using the terms 'ends' and 'means', and supporting examples, how would you compare the quadrant 1 with 4 uncertainties? How would you summarise the values of this map?




(15 marks)

(b) Write a short essay about invention and innovation.

(10 marks)

**Total: 25 marks**

## QUESTION 2

(a) Explain the differences between packaging and packing. **State** an example for each answer.

(8 marks)

(b) What are the **THREE (3)** basic principles of packaging?

(12 marks)

(c) What is the main idea of stability in packaging and provide **ONE (1)** indicator that the product is still stable.

(5 marks)

**Total: 25 marks**

**Continued...**

## QUESTION 3

(a) Can you distinguish the strategic alliances consisting of intra-industry and inter-industry, and octopus strategy? Use relevant industry for your answers.

(10 marks)

(b) Name **THREE (3)** failures of strategic alliances.

(6 marks)

(c) All forms of collaboration involve an element of risk and require substantial amounts of trust and control. Can you identify **THREE (3)** types of trust and its characteristics?

(9 marks)

**Total: 25 marks**

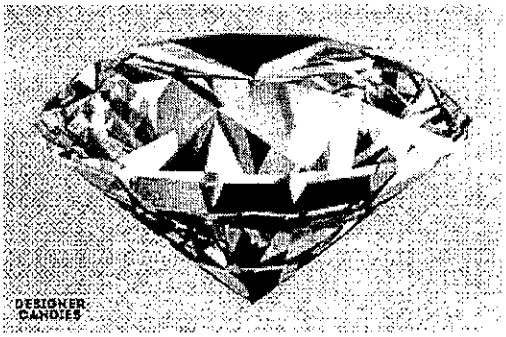
**Continued...**

## QUESTION 4

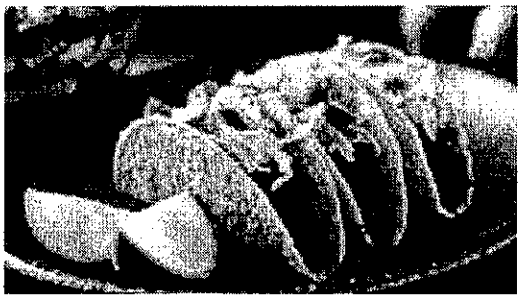
(a) Pictures A to D show the products available in the market. Analyse these pictures and how would classify these products into suitable type of intellectual properties?

(20 marks)

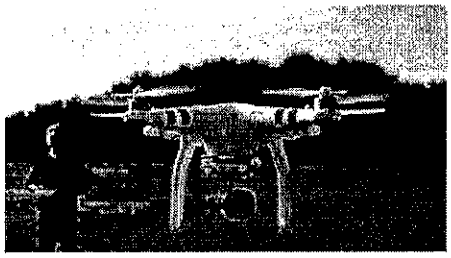
(A)




(B)



(C)



(D)

(b) Identify the **FIVE (5)** main issues company needs to consider before filing for patent for its product.

(5 marks)

**Total: 25 marks**

**End of page**